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FOOD FOR CIVILIANS IN '44

Broadcast by Ruth Van Deman, Bureau of Human Nutrition and Dr. Norman Leon Gold, Chief of the Civilian Food Requirements Branch, Food Distribution Administration, in the Department of Agriculture's portion of the National Farm and Home Hour, Tuesday, December 21, 1943, over stations associated with the Blue Network.

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VAN DEMAN: Now, let's take a look at our future food supplies in general -- not just the home-canned food. We don't know what the weather will be, but we do know the goals for 1944 food production. We know too that much of the food we'll eat in 1944 has been produced in 1943. Besides all this, we can learn from our guest how the food supplies are allocated among all those who have a claim on it.

Our guest is Norman Leon Gold, Chief of the Civilian Food Requirements Branch of the Food Distribution Administration. Dr. Gold, I'm right, am I not, that the food has been allocated for 1944?

GOLD: Yes, you're right. We know how much of each kind of food will go to civilians, to the military forces, to lend-lease countries and to others.

VAN DEMAN: Well, Dr. Gold, from your knowledge of the allocations at present, how are the prospects for civilians?

GOLD: One thing is sure...we'll have enough food for good nutrition and high productive effort. That won't mean all the steak and ice cream we want. But we'll have lots of variety.

VAN DEMAN: Then you don't expect any great difference, in our diet in the coming year.

GOLD: No, I don't think we'll need to make any big changes in our food habits. As you know, we're producing more of the foods that are less expensive to produce-- that is, less expensive in terms of land, labor and distribution facilities. But we're already eating more of those foods.

VAN DEMAN: Such foods as potatoes and sweetpotatoes, dry beans and cereals.

GOLD: Those are good examples.

VAN DEMAN: I'm sure we'll have plenty of starches. But how much meat and other protein food has been allocated to civilians?

GOLD: Meat allocations to civilians will be very slightly higher next year than they were either in 1943 or on the average between 1935 and 1939. However we've eaten more meat in 1943 than our allocation called for. We're asking for good supplies of other protein foods...almost as much poultry meat as we had this year, probably the same number of eggs, and we hope to have more fresh fish. We have big crops of dry beans and peas on hand, and we had a good peanut crop. This year, too, we've begun to use more soya flour and grits and there'll be still more soya flour and grits in 1944. All this means that we'll have more than enough protein foods to meet our basic needs.

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VAN DEMAN: That's encouraging. Now what about fats, and other foods that give us energy?

GOLD: Butter supplies will continue to be short. We'll have about the same amount of lard, less of other shortenings, and a little more margarine. We'll have more peanut butter, more citrus marmalade, and less jams and jellies. We're expecting to maintain the high consumption of potatoes and grain products. We've got a record crop of potatoes to carry us until the new crop is harvested. So our food energy prospect looks good.

VAN DEMAN: What about dairy products...milk to drink, and cheese, for instance?

GOLD: We're hoping for about the same amount of fluid milk in 1944, and the same amount of evaporated milk. The civilian share of the cheese supply will give us about the same amount as last year. But we're not too sure of these dairy allocations, because milk production is not being maintained.

VAN DEMAN: And what about fruits and vegetables?

GOLD: We're hoping for substantial increases in our production of leafy green and yellow vegetables...tomatoes...and fruits...foods especially important for Vitamins A and C, and some minerals.

VAN DEMAN: To sum up, food allocations as they now stand will give civilians slightly more of the protein foods like meat, fish, poultry, and eggs, and more of the vegetable proteins...about the same amount of milk and cheese...more fruits and vegetables...more of the cereals...about the same amount of fat.

GOLD: That's the picture of civilian supply as we now see it.

VAN DEMAN: Of course, we civilians will continue to get the biggest share of food.

GOLD: Yes, - about 90 million tons of it, but at the same time, we'll share with our military forces and our Allies. That beef we didn't get went to our own soldiers. The Armed Forces overseas eat two-thirds of their food out of cans... also they need substantial reserves. So we have to make an adjustment in our food habits that'll make those cans of food available. Cheese and dry skim milk are scarce. Most of these supplies are going to our fighting Allies as well as to the military forces. For 1944, provision is being made to help prevent starvation in liberated areas. I think most of us will agree that these things should be done. It is the responsibility of the Civilian Food Requirements Branch, when we sit down with the military and Lend-Lease authorities, to do two things. First, to secure enough food for civilians to assure a high level of productive effort and good health. And second, to make available some of the food we could eat, for war services at home and abroad. That is what we are going to accomplish in 1944.

VAN DEMAN: Farm and Home friends, in this report on civilian food allocations for 1944, you've heard Norman Leon Gold, Chief of the Civilian Food Requirements Branch, in Food Distribution Administration.